

We claim:

1. A bleaching composition comprising:

5       (a) an organic substance which forms a complex with  
a transition metal for bleaching a substrate with  
atmospheric oxygen, the bleaching composition upon  
addition to an aqueous medium providing an aqueous  
10      bleaching medium substantially devoid of a peroxygen  
bleach or a peroxy-based or peroxyxl-generating  
bleach system;

15      (b) between 0.001 to 3 wt/wt % of a perfume  
composition; and,

15      (c) the balance carriers and adjunct ingredients to  
100 wt/wt % of the total bleaching composition,  
20      wherein the bleaching activity of the liquid  
bleaching composition is greater by a factor of at  
least 10, in comparison to a same bleaching  
composition in which a molar equivalent amount of  
citronellal is present as the perfume composition,  
25      after a period of storage at 37 °C for 14 days as  
measured by exhibited bleaching activity of the  
transition metal catalyst towards acid blue 45 in  
the presence of hydrogen peroxide or as measured by  
exhibited bleaching activity of the transition metal  
catalyst towards beta-carotene in absence of peroxyxl  
30      species.

2. A bleaching composition comprising according to claim 1, wherein the beaching composition has a greater bleaching activity by a factor of at least 15.

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3. A bleaching composition comprising according to claim 1, wherein the perfume comprises a perfume component selected from the group consisting of: Alpha demascone, Delta demascone, Iso E super, Cinnamic aldehyde, Hexylcinnamic aldehyde, Aldehyde butylcinnamic, benzaldehyde, anisique aldehyde, Linalol, Tetrahydrolinalol, Undecavertol, Geraniol, Nerol, Citronellol, citral, Oxyde de Rose, Geranyl acetate, Citronellyl acetate, Coumarine, Linalyl acetate, Geranyl nitrate, Citronellyl nitrile, Cinnamonnitrile, and Citronitrile, Aldehyde Amylcinnamique, Methylanthranilate, di-ethyl-Anthraniolate, Methyl-n-Acetylanthranilate, Diphenyloxide, Verdox, Benzylacetate, Diola, Orange Cristals, Peonile, Clonal, Limonene, Camphor, Anthranilate, Di-isobutyl-Anthraniolate, Verdyl Acetate, pinane, veloutone, alpha-methylionone, and damascenone.

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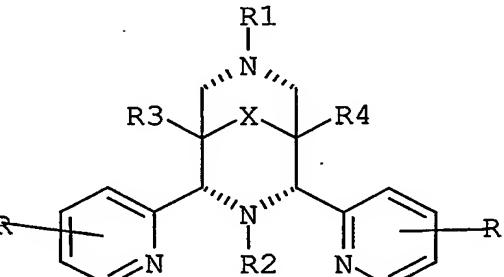
4. A bleaching composition according to any one of claims 1 to 3, comprising between 0.05 to 2 wt/wt % of a perfume composition.

5. A liquid bleaching composition according to any preceding claim, wherein the bleaching composition has a pH of 10 or below.

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6. A liquid bleaching composition according claim 5,  
wherein the liquid bleaching composition has a pH in  
the range of 6 to 9.

5 7. A bleaching composition according to any preceding  
claim, wherein the organic substance is of the



form:

10 8. A method of bleaching a textile stain, comprising  
the steps of treating a substrate with the bleaching  
composition as defined in any preceding claim in an  
aqueous environment, rinsing the substrate and  
drying the substrate.